

Rep Order# 6817691 Ver# 5 Status Revised  
Est No

**Traffic Order# 771425**

Printed: 05/31/2012 5:56 PM  
Last Received: 05/31/2012 4:16 PM  
Showing Buylines: All Lines

1 of 2

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ).CROSSROADS GPS  
Product CROSSROADS GPS C  
Estimate# 647  
Buyer Noelle Ramsey  
Phone#  
Fax#

**Agency** ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
**Agency C/P1/P2/E** 12/108/647  
**Flight Dates** 06/05/2012 - 06/11/2012  
**Hiatus Weeks**

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC-4

-- REMARKS --

VER 5 ISSUED TO CXL SPOTS 6/5 PER AGY/CLIENT  
REQUEST DUE NO SPOT W/MKGD'S ADDED CN LN 10  
CONTRACT TOTAL REMAINS \$745  
PLG CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W	3P-4P	PEOPLE'S COURT	:30	\$50.00	06/06-06/06	1	1	1	\$50.00	
	2	F	3P-4P	PEOPLE'S COURT	:30	\$50.00	06/08-06/08	1	1	1	\$50.00	
	*3	TU	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	06/05-06/05	0	0	0	\$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE NO SPOT										
		Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE NO SPOT										
		V5 More than 2 codes changed										
	4	F	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	06/08-06/08	1	1	1	\$175.00	
	5	M	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	06/11-06/11	1	1	1	\$175.00	
	6	TH	11P-1130P	SEINFELD<	:30	\$60.00	06/07-06/07	0	0	0	\$0.00	
		Buyline Comment: CXL DUE N/A										
	7	M	11P-1130P	SEINFELD<	:30	\$60.00	06/11-06/11	0	0	0	\$0.00	
		Buyline Comment: CXL DUE N/A										
	8	TH	11P-1130P	SEINFELD	:30	\$75.00	06/07-06/07	1	1	1	\$75.00	
		Buyline Comment: MKGD FROM LN'S 6-7										

Rep Order# 6817691 Ver# 5 Status Revised  
EC'd No

Traffic Order# 771425

Printed: 05/31/2012 5:56 PM  
Last Received: 05/31/2012 4:16 PM  
Showing Buylines: All Lines

2 of 2

Station WUPW-TV TOLEDO, OH  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS C  
Estimate# 647  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/108/647  
Flight Dates 06/05/2012 - 06/11/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	9	SU	9A-10A	FOX NEWS SUNDAY	:30	\$45.00	06/10-06/10	1	1	1	\$45.00	
				Buyline Comment: MKGD FROM LN'S 6-7								
	*10	W	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	06/06-06/06	1	1	1	\$175.00	
				Buyline Comment: MKGD FROM LN 3								
				Sales Remark: V5 MKGD FROM LN 3								
				V5 Added								

---REPORT TOTALS---

Report Totals: 7 / \$745.00

---SALES MONTHLY TOTALS---

Jun 12: 7 / \$745.00

Sales Totals: 7 / \$745.00

Station Totals: 7 / \$745.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$37,250	CATV	0%	WNGT	0%	WNWO	5%	WTOL	28%	WTVG	65%
		WUPW	2%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NGV10, MAY11, ENOV11  
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE